

ABSTRACT OF THE DISCLOSURE

A broadcast method and system for continuously and opportunistically driving an optimal broadcast schedule based on most recent client demand feedback from a distributed set of broadcast clients. The broadcast system

5 includes an operation center that broadcasts meta-data to a plurality of client systems. The meta-data describes a plurality of pieces of content that are in consideration for upcoming broadcasts by the server. Each client receives the broadcasted meta-data from and sends back a set of client demand feedback data to the operations center, wherein the user feedback data reflects a client's interest

10 level in at least a portion of the pieces of content. The feedback data, which typically may include ratings and/or relative rankings, may be user-generated, automatically-generated, or a combination of the two. The system then determines a most opportunistic piece of content to be broadcast based on an aggregation of the client demand feedback data.